

AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing Of Claims:

Please amend the claims as follows:

42. (Currently Amended) A system for providing advertising information, comprising:

a plurality of motion sensors along one or more roadways for detecting traffic information and transmitting the detected traffic information when the plurality of motion sensors detect a change in a current average traffic speed beyond a threshold amount;
and

a database for receiving and storing the detected traffic information transmitted by the plurality of motion sensors, wherein the database comprises advertising information of advertisers,

wherein the database is configured to present at least a portion of the advertising information of advertisers when at least a portion of the detected traffic information is requested.

43. (Previously Presented) The system of claim 42 wherein at least a subset of the plurality of motion sensors transmit the detected traffic information in programmed periodic intervals, variable according to time, such that motion sensors transmit more frequently during time intervals of historically high traffic volume.

44. (Previously Presented) The system of claim 42, wherein the at least a portion of the advertising information is presented before the at least a portion of the detected traffic information is provided.

45. (Previously Presented) The system of claim 42, wherein the advertising information includes advertisements for restaurants.

46. (Currently Amended) A method for providing advertising information according to a specified traffic request, comprising:

receiving traffic information transmitted by a plurality of motion sensors located along one or more roadways corresponding to the specified traffic request wherein the traffic information is transmitted when the plurality of motion sensors detect a change in a current average traffic speed beyond a threshold amount;

storing the traffic information in a database containing advertising information of advertisers;

determining the traffic information corresponding to the specified traffic request; and

communicating the traffic information and a selected portion of the advertising information.

47. (Previously Presented) The method of claim 46, wherein at least a subset of the motion sensors transmit at periodic intervals that vary according to the time of day.

48. (Previously Presented) The method of claim 46, further comprising storing mapping information of a traffic network of vehicular roadways in the database.

49. (Previously Presented) The method of claim 46, further comprising storing the advertising in database according to geographical locations associated with the advertisers.

50. (Previously Presented) The method of claim 46, further comprising receiving requests for geological directions form a starting location to a destination location.

51. (Previously Presented) The method of claim 50, further comprising transmitting advertising information of at least one advertiser having a geographical location within a predetermined distance form the destination location.

52. (Previously Presented) The method of claim 46, wherein the specified traffic request is transmitted and the traffic information is received over a mobile cellular telephone.

53. (Previously Presented) The method of claim 46, further comprising:
determining at least one geographical route for traveling from a starting location to a destination location over navigable roadways;

mapping at least one geographical route; and
overlaying the traffic information along with the at least one geographical route,
wherein the specified traffic request includes the starting location and destination
location.

54. (Previously Presented) The method of claim 53, wherein the starting
location included in the specified traffic request is automatically determined by a GPS
system.

55. (Previously Presented) The method of claim 46, wherein at least a subset
of the plurality of the motion sensors transmit the traffic information at periodic intervals
over a wireless network.

56. (Previously Presented) The method of claim 46, wherein the traffic
information is communicated over a wireless network.

57. (Previously Presented) The method of claim 46, wherein the traffic
information is communicated to a Internet-capable browser through an Internet
communications link.

58. (Previously Presented) The method for providing advertising information,
comprising:

receiving traffic information transmitted by a plurality of motion sensors located along one or more roadways, wherein the traffic information is transmitted when the plurality of motion sensors detect a change in a current average traffic speed beyond a threshold amount;

storing the traffic information in a database containing advertising information of advertisers;

receiving a request for at least a portion of the traffic information;

presenting at least a portion of the advertising information of advertisers; and

providing at least a portion of the traffic information.

59. (Previously Presented) The method of claim 58, wherein at least a subset of the plurality of motion sensors transmit at periodic intervals that vary according to the time of day.

60. (Previously Presented) The method of claim 58, wherein at least a subset of the plurality of motion sensors transmit the traffic information in programmed periodic intervals, variable according to time, such that motion sensors transmit more frequently during time intervals of historically high traffic volume.

61. (Previously Presented) The method of claim 58, further comprising storing the advertising information of advertisers in the database according to geographical locations associated with the advertisers.

62. (Previously Presented) The method of claim 58, further comprising receiving requests for geographical directions from a starting location to a destination location.

63. (Previously Presented) The method of claim 62, further comprising transmitting advertising information of at least one advertiser having a geographical location within a predetermined distance from the destination location.